



WISCONSIN FARM REPORTER

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The Wisconsin Farm Reporter is compiled from data and reports released by the USDA, National Agricultural Statistics Service (NASS).

All NASS data and reports are available free at www.nass.usda.gov

2019 Census of Horticulture

The **2019 Census of Horticultural Specialties report**, released by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), shows that horticulture operations in the United States sold a total of \$13.8 billion in floriculture, nursery and specialty crops in 2019, down slightly from 2014. The number of horticulture operations decreased 11% during this time to 20,655.

Wisconsin's total floriculture, nursery and specialty crops generated \$231 million in sales in 2019, up slightly from 2014. This accounts for 1.7% of all U.S. horticulture sales in 2019. Wisconsin producers decreased in number from 833 in 2014 to 789 in 2019, a 5.3% decrease. Of the 789 horticultural specialty operations, family- or individually-owned operations were the most common, accounting for 53.1% of all operations, but corporately owned operations accounted for 66.8% of all sales (\$154 million). Partnerships had an increased share of revenues, composing 18.5% of total sales in 2019, compared with 16.5% in 2014. Total industry expenses in Wisconsin totaled \$183 million, down 2.7% since 2014. Hired labor costs, at \$67.0 million, were the largest expense, accounting for 36.7% of total expenses in 2019.

Sales value of Wisconsin cut Christmas trees ranked forth in the nation, composing 6.5% of the total U.S. cut Christmas tree sales, with \$23.3 million in sales. The 181 operations in Wisconsin sold 785 thousand Christmas trees in 2019. As of January 1, 2020, there were 7.26 million Christmas trees on Wisconsin horticulture operations to be cut and sold in future years.

Total sales from tomato bedding plants decreased 37.6% from 2014 to \$820,000. Wisconsin's horticulture operations sold more than 5.44 million potted herbaceous perennials in 2019. Potted herbaceous perennials sales generated \$26.0 million in revenue.

Annual bedding and garden plants had a decrease in total sales from 2014, down \$2.36 million to \$78.4 million in sales in 2019. There were 341 operations with annual bedding and garden plant sales, down 14.7% from 2014. Retail sales composed 62.8% of all annual and bedding garden sales, while the remainder were wholesale sales. Cut Christmas trees and nursery stock showed strong growth, with sales increasing 43.7% and 25.3%, respectively. Sales of sod, sprigs, and plugs experienced the largest decrease in sales, down \$2.93 million, or 21.4% from 2014 to 2019.

Food crops grown under protection increased in terms of the number of operations engaged in this practice, and also experienced an overall increase in revenues. The total number of operations engaged in this practice increased 9.2% to 107 operations. Total sales from food crops grown under protection increased 19.1% to \$4.91 million in 2019. Tomatoes top food crops grown under protection, with \$1.88 million in sales and 10,062 cwt. produced.

The Census of Horticultural Specialties provides detailed, comprehensive production and economic data on the horticulture industry. It provides information on the number and types of establishments engaged in horticultural production, value of sales, varieties of products, production expenses and more. All operations that reported producing and selling \$10,000 or more of horticultural crops on the 2017 Census of Agriculture were included in this special study.

The full report is available at: http://www.agcensus.usda.gov/Publications/Census_of_Horticulture_Specialties/

To Wisconsin Horticulture Producers: This report contains a brief summary of the data collected from the 2019 Census of Horticultural Specialties. We appreciate your assistance in providing timely and accurate data on this growing industry. Thank you for your support.

Top Horticultural Commodities – Wisconsin: 2014 and 2019

All Horticulture	2014 Sales	2019 Sales	% change from 2014 to 2019
	(1,000 dollars)	(1,000 dollars)	
Annual bedding/garden plants	80,794	78,432	-2.9
Cut Christmas trees	16,182	23,256	43.7
Food crops under protection	4,120	4,906	19.1
Nursery stock	45,749	57,328	25.3
Potted flowering plants	9,503	(D)	
Potted herbaceous perennials	24,820	25,968	4.6
Sod, sprigs and plugs	13,683	10,754	-21.4

(D) Withheld to avoid disclosing data for individual operations.

Top Annual Bedding/Garden Plants Sold – Wisconsin: 2014 and 2019

Commodity	Operations		Value of sales	
	2014	2019	2014	2019
			(1,000 dollars)	
Flowering and foliar annuals, total	385	323	75,066	71,655
Begonia	313	231	2,373	2,682
Calibrachoa	137	107	1,552	1,385
Geraniums (from vegetative cuttings)	318	239	7,510	5,778
Impatiens, New Guinea	274	227	1,898	1,802
Impatiens, other	276	203	2,323	2,704
Marigold	312	240	1,306	1,073
Pansies (violas)	301	230	1,852	1,851
Other flowering and foliar annuals	131	138	43,876	39,612
Vegetable-type bedding plants, total	219	183	5,728	6,778
Herbs (culinary)	135	113	1,172	968
Tomatoes	165	144	1,315	820
Other vegetable-type bedding plants	101	117	2,395	4,205

Floriculture

The 2019 wholesale value of **floriculture** crops for all growers with \$10,000 or more in sales in Wisconsin totaled \$86.9 million. There were 329 total producers, 141 of whom had sales of greater than \$100,000. Greenhouse space for 2019 totaled 10.4 million square feet, and accounted for 97 percent of the total covered area. Shade and temporary cover, at 351,000 square feet, and open ground, at 13,073 acres, accounted for the remainder of the area. For operations with \$100,000 or more in sales in Wisconsin, annual bedding and garden plants accounted for the largest portion of sales, at \$44.3 million, followed by herbaceous perennial plants, at \$16.6 million.

Nationally, the 2019 wholesale value of floriculture crops is down 7% from the 2018 valuation. The total crop value at wholesale for all growers with \$10,000 or more in sales is estimated at \$4.42 billion for 2019, compared with \$4.77 billion for 2018. Florida, the

leading state, with crops valued at \$1.07 billion. The number of producers for 2019, at 5,198, is down 19% from the 2018 count of 6,386. Total covered area for floriculture crop production was 749 million square feet in 2019, down 13% from the 2018 area of 859 million square feet. The average peak number of hired workers employed on operations in 2019 was 21. A total of 4,007 operations hired workers during 2019.

The 2019 wholesale value of floriculture crops is down 7% from the 2018 valuation. The total crop value at wholesale for all growers with \$10,000 or more in sales is estimated at \$4.42 billion for 2019, compared with \$4.77 billion for 2018. Florida, the leading State with crops valued at \$1.07 billion, up 13% from the 2018 value. California, the next largest producer, is down 17% from the prior year to \$1.02 billion in wholesale value. These two States account for 47% of the total value. For 2019, the top 5 States are California, Florida, Michigan, New Jersey, and Ohio which account for \$3.04 billion or 69% of the total value.

Floriculture, Wholesale Producers, Production, Price, and Value – Wisconsin: 2019

Plant type	Producers ¹	Quantity sold, total all sizes	Percentage of quantity sold at wholesale	Wholesale price	Value of all sales at wholesale ²
	(number)	(1,000)	(percent)	(dollars)	(1,000 dollars)
Bedding/garden plants:					
Flats (annuals)					
Begonias	75	59	43	7.22	426
Geraniums from vegetative cuttings	6	6	62	9.33	56
Impatiens, other	77	144	37	4.85	698
Marigolds	86	63	46	7.27	458
Pansies/violas	86	103	56	8.66	892
Vegetable types	57	99	59	25.40	2,515
Other flowering and foliar	79	538	63	13.05	7,021
Pots (annuals)					
Begonias	85	223	(D)	2.88	643
Geraniums from vegetative cuttings	91	853	(D)	3.25	2,769
Impatiens, other	42	46	(D)	3.43	158
Impatiens, New Guinea	93	190	(D)	3.21	610
Petunias	78	289	(D)	2.62	758
Vegetable types	65	1,392	69	2.57	3,581
Other flowering and foliar	92	5,616	74	2.40	13,482
Hanging baskets (annuals)					
Begonias	70	36	45	15.97	575
Foliage	11	(D)	(D)	(D)	(D)
Impatiens, other	58	(D)	(D)	(D)	(D)
Impatiens, New Guinea	56	26	61	6.77	176
Pansies/violas	27	(D)	(D)	(D)	(D)
Petunias	82	76	32	11.75	893
Other flowering and foliar	81	933	81	7.05	6,582
Herbaceous perennials					
Chrysanthemums (hardy/garden)	69	824	82	2.93	2,418
Daylilies	48	154	(D)	5.85	901
Ferns (hardy/garden)	27	30	(D)	5.03	151
Hostas	78	156	44	6.00	936
Peonies	35	94	(D)	11.91	1,120
Other potted herbaceous perennials	90	3,902	72	2.85	11,113
Cut flowers:					
Dahlias stem	2	(D)	(D)	(D)	(D)
Gladioli spike	1	(D)	(D)	(D)	(D)
Snapdragons spike	2	(D)	(D)	(D)	(D)
Sunflowers stem	2	(D)	(D)	(D)	(D)
Tulips stem	2	(D)	(D)	(D)	(D)
Flowering potted plants:					
Chrysanthemums, florist	9	(D)	(D)	(D)	(D)
Lilies, Easter	11	24	(D)	5.50	132
Poinsettias	34	(D)	(D)	(D)	(D)
Spring flowering bulbs	7	(D)	(D)	(D)	(D)
Other potted flowering plants	51	227	16	3.82	868
Potted foliage	27	(NA)	(D)	(NA)	(D)

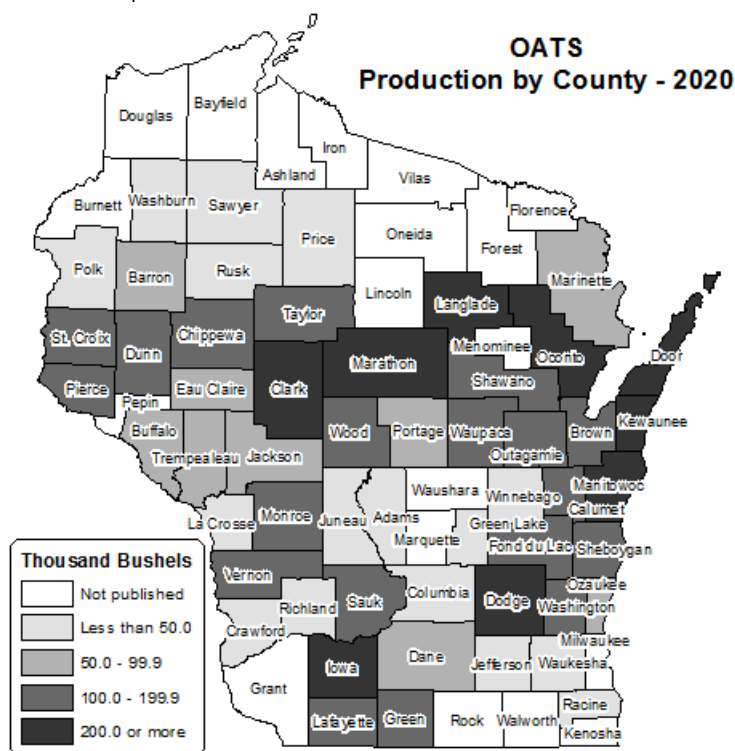
(D) Withheld to avoid disclosing data for individual operations. (NA) Not available. ¹ Operations with \$100,000+ sales. ² Equivalent wholesale value of all sales.

Oats County Estimates

In 2020, Marathon County was the largest oat-producing county in Wisconsin at 621,000 bushels. Manitowoc was the second largest producing county with 544,000 bushels, followed by Langlade with 534,000 bushels. Calumet County had the highest yield in the state with 83.2 bushels per acre. Fond du Lac County had the second highest yield at 77.4 and Langlade County had the third highest yield at 76.0 bushels per acre. Outagamie County had the greatest increase in yield from 2019, at 21.0 bushels. The lowest yielding county was Rusk at 37.4 bushels per acre. Trempealeau had the second lowest yield at 46.7, and Barron was the third lowest at 48.5 bushels per acre. Winnebago had the largest decrease in yield from 2019 at 27.4 bushels. Yields are derived from production divided by area harvested. Only published estimates were considered in rankings of counties.

Oats, Area Planted, Harvested, Yield and Production – Wisconsin by County: 2020

County by district	Area planted	Area harvested	Yield per acre	Production	County by district	Area planted	Area harvested	Yield per acre	Production
	(acres)		(bushels)			(acres)		(bushels)	
Northwest					Southwest				
Barron	4,000	1,410	48.5	68,400	Crawford	5,000	880	54.2	47,700
Burnett	–	–	–	–	Iowa	7,900	3,500	70.3	246,000
Chippewa	5,700	3,470	54.8	190,000	Lafayette	7,300	2,560	62.1	159,000
Polk	3,300	580	57.8	33,500	Richland	4,000	720	51.7	37,200
Rusk	1,700	610	37.4	22,800	Sauk	6,500	2,400	59.2	142,000
Sawyer	700	400	49.3	19,700	Vernon	7,300	3,500	54.9	192,000
Washburn	1,200	720	50.4	36,300					
North Central					South Central				
Clark	8,500	4,810	58.6	282,000	Columbia	2,100	680	62.2	42,300
Lincoln	–	–	–	–	Dane	4,300	870	69.7	60,600
Marathon	14,500	9,220	67.4	621,000	Dodge	6,700	3,820	69.6	266,000
Price	600	400	57.5	23,000	Green	6,900	2,440	65.6	160,000
Taylor	4,200	2,390	56.1	134,000	Jefferson	1,800	620	57.7	35,800
					Rock	–	–	–	–
Northeast					Southeast				
Langlade	9,900	7,030	76	534,000	Ozaukee	2,200	1,140	57.5	65,600
Marinette	3,500	1,580	52.2	82,400	Racine	700	390	56.9	22,200
Oconto	5,000	3,260	65	212,000	Washington	3,200	1,930	68.4	132,000
Shawano	6,100	1,660	63.3	105,000	Waukesha	700	430	53.3	22,900
West Central					Other counties	35,100	13,400	60.3	808,500
Buffalo	5,100	1,520	49.6	75,400					
Dunn	5,200	1,970	58.4	115,000					
Eau Claire	3,600	1,330	56.1	74,600					
Jackson	3,900	1,510	62.5	94,400					
La Crosse	3,000	980	50.7	49,700					
Monroe	5,300	2,480	57.3	142,000					
Pierce	4,800	2,500	62.8	157,000					
St. Croix	4,800	2,530	68	172,000					
Trempealeau	4,700	1,130	46.7	52,800					
Central					Wisconsin	300,000	131,000	63	8,253,000
Adams	1,300	220	55.5	12,200	– Data does not meet publication standards but is published in “Other counties” or represents zero.				
Green Lake	1,100	260	68.5	17,800					
Juneau	2,400	500	53	26,500					
Marquette	–	–	–	–					
Portage	12,100	1,150	58.5	67,300					
Waupaca	3,300	1,910	66	126,000					
Wood	4,300	1,890	60.8	115,000					
East Central									
Brown	10,700	3,560	54.8	195,000					
Calumet	4,900	2,200	83.2	183,000					
Door	7,300	4,780	65.7	314,000					
Fond du Lac	5,600	1,460	77.4	113,000					
Kewaunee	11,500	6,530	61.6	402,000					
Manitowoc	13,700	8,140	66.8	544,000					
Outagamie	5,400	2,540	73.6	187,000					
Sheboygan	4,000	2,380	73.1	174,000					
Winnebago	1,400	710	55.5	39,400					



Winter Wheat County Estimates

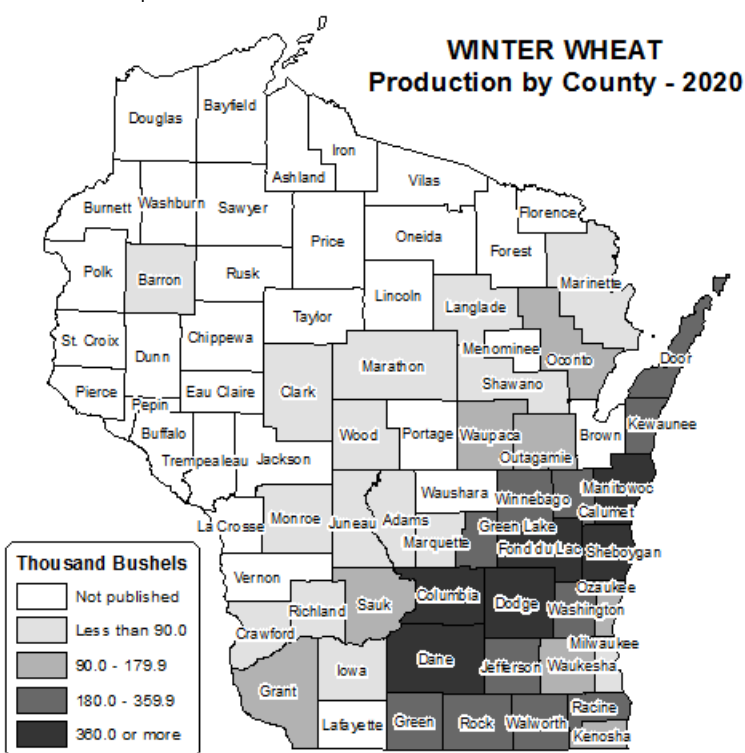
Manitowoc County continued to be the largest winter wheat producing county in Wisconsin with 778 thousand bushels produced. Fond du Lac and Kewaunee were second and third in 2019 production with 643 and 622 thousand bushels, respectively. East Central District was the largest winter wheat producing district in Wisconsin, with 4.14 million bushels produced. The highest yielding county was Fond du Lac County with a yield of 76.7 bushels per acre. Iowa and Columbia Counties had the next two highest yields at 74.7 and 72.7 bushels, respectively. Oconto County had the lowest yield at 41.7 bushels per acre. The largest increase in yield came in Columbia County with an increase of 8.5 bushels per acre. Kenosha was the county with the largest drop in yield from the previous year with a decrease of 29.9 bushels per acre. Yields are derived from production divided by area harvested. Only published estimates were considered in rankings of districts and counties.

Winter Wheat, Area Planted, Harvested, Yield and Production – Wisconsin by County: 2020

County by district	Area planted	Area harvested	Yield per acre	Production
	(acres)			(bushels)
Northwest				
Barron	1,700	1,290	62.9	81,100
North Central				
Clark	1,400	1,080	53.8	58,100
Marathon	1,400	1,030	75.5	77,800
Northeast				
Langlade	900	730	47.3	34,500
Marinette	1,000	770	49.2	37,900
Oconto	1,900	1,520	61.1	92,900
Shawano	1,800	1,440	56.9	81,900
West Central				
Monroe	500	180	54.4	9,800
Central				
Adams	1,500	520	58.1	30,200
Green Lake	3,100	2,530	77.9	197,000
Juneau	900	700	46	32,200
Marquette	800	600	51.2	30,700
Waupaca	2,200	1,790	61.5	110,000
Wood	1,400	990	66.1	65,400
East Central				
Brown	—	—	—	—
Calumet	4,500	4,180	77.3	323,000
Door	6,000	5,030	60.6	305,000
Fond du Lac	10,200	9,390	73.3	688,000
Kewaunee	4,700	4,340	68.4	297,000
Manitowoc	8,000	6,780	66.5	451,000
Outagamie	2,000	1,640	63.4	104,000
Sheboygan	6,600	5,890	65	383,000
Winnebago	5,100	4,640	71.3	331,000
Southwest				
Crawford	700	550	65.6	36,100
Grant	2,000	1,470	72.8	107,000
Iowa	700	570	69.5	39,600
Richland	900	600	54.8	32,900
Sauk	3,200	2,580	60.5	156,000
South Central				
Columbia	5,200	4,770	79	377,000
Dane	9,000	7,990	83.5	667,000

County by district	Area planted	Area harvested	Yield per acre	Production
	(acres)			(bushels)
Dodge	9,600	7,980	82	654,000
Green	3,700	2,830	74.6	211,000
Jefferson	4,600	4,180	77.8	325,000
Rock	6,100	5,190	68.8	357,000
Southeast				
Kenosha	2,700	2,110	69.7	147,000
Milwaukee	300	220	73.2	16,100
Ozaukee	2,500	2,050	65.9	135,000
Racine	4,600	3,500	70.9	248,000
Walworth	3,500	2,690	69.5	187,000
Washington	4,000	2,990	72.6	217,000
Waukesha	2,400	1,920	68.8	132,000
Other counties	26,700	13,750	55.2	758,800
Wisconsin	160,000	125,000	69	8,625,000

— Data does not meet publication standards but is published in “Other counties” or represents zero.



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Media contact: Greg Bussler
USDA, NASS, Upper Midwest Region,
Wisconsin Field office

(800)789-9277
(608)224-4848
<http://www.nass.usda.gov/wi/>